



LOVE ALL SERVE ALL

OCTOBER 2015

Sevalaya Muralidharan was awarded "Nallor Viruthu" by Sri Krishna Sweets. M/s Sri Krishna Sweets, a popular chain store honoured Sevalaya Muralidharan by awarding him, "Nallor Viruthu" (Good Samaritan award).

Every month Sri Krishna Sweets, in association with Tattvaloka organises a programme "Love is everything" (Anbae Anaithtum) at Tattvaloka Auditorium at Chennai. Isaikkavi Ramanan speaks on the Anbudaimai chapter of Thirukkural while Selvi Keerthana sings the Kurals. Every month Nallor Viruthu is awarded to eminent personalities from various fields. This month, on 19th September 2015, the award was presented to Sevalaya Muralidharan.

"Nallor Viruthu" award by Sri Krishna Sweets



Felicitating Sevalaya Muralidharan, Isaikkavi Ramanan said "I have been to Sevalaya and have seen the activities of the organization, for the welfare of the poor and destitute children. Service is Love in Action. Hence it is appropriate that Nallor Viruthu is presented to Sevalaya Muralidharan who, inspired by Bharathi, Gandhi, Vivekananda, is providing quality education free of cost to the poor children and lighting up their lives". He also appreciated the staff who serve the institution with dedication.

M Murali, Managing Director of Sri Krishna Sweets said that his institution takes pride in presenting the award to Sevalaya Muralidharan who richly deserves it. He also made a contribution to Sevalaya.



Americares India Foundation's Spirit of Humanity award in "Education" category

Three Awards

From among 400 NGOs from all over India, Sevalaya won the Americares India Foundation's Spirit of Humanity award in "Education" category. The award was presented in Mumbai on 9th September 2015 in a colorful function.

Shortlisted by an online jury, 28 finalists - one for each impact category from each zone - were invited to Mumbai to make a presentation to a national level jury committee. V Muralidharan, Founder & Managing Trustee, presented the services being rendered by Sevalaya in the field of Education to the Community, through the Mahakavi Bharathiyar School and Community College, for the past 27 years.

Americares chose Sevalaya for its innovation, participation of people in planning, execution and monitoring, future plans, sustainability, uniqueness, replicability and others.

Speaking on the occasion, V Muralidharan thanked Americares for the opportunity to meet leading NGOs in one platform which was a great learning experience.

G V Rao, Executive Director, The Hans Foundation congratulated all the awardees and gave away the Trophy, Citation and One Lakh Cash Award to Sevalaya. Manoj Dawane, VP & Head - Technology, Ericsson, said: "I bow to these people who have put in yeoman service"

Leading Educationist Dr Indu Shahani, Dean, HR College of Commerce & Economics, Mumbai, said: "Education has a significant role to play in the future of the country and as educators we should educate the Minds and Hearts! ".

Americares India Foundation is an NGO, which has the nucleus in US, functioning and serving in several continents/ countries across globe. Their services include disaster management and rehabilitation of the affected people. In 2010, AmeriCares launched the Spirit of Humanity Awards to identify and honour excellence by not-for-profit organizations working for the underprivileged.

Mylapore Academy's C S Veeraraghavan Golden Jubilee Endowment Award



The C S Veeraraghavan Golden Jubilee Endowment Award for commitment & dedication in social activities was awarded to Sevalaya, at the 60th Annual Day celebrations of The Mylapore Academy. The award was presented by Hon'ble Justice R Mahadevan of Madras High Court & Hon'ble Justice S Jagadeesan (Rtd), on 23rd September 2015, at Smt Narayani Ammal Kalyana Mandapam, R A Puram, Chennai.

Sevalaya Muralidharan says that he dedicates the awards to the 154 staff of Sevalaya and said this was possible only because of the 24x7 work by them. Their dedicated service has made it possible for the institution to bring about a positive transformation in the lives of the poor rural children.

Joy of giving: *the way of life*

Dear Friend,

Wish you a very happy Diwali in advance!

Diwali (the festival of Lights), one of the major festivals of India symbolizes the triumph of good over evil. As the festival approaches, there is a lot of celebration in the air, with people busily planning for the purchase of new clothes, sweets, savories and all the shops are flooded with new and novel varieties of clothes, sweets and of course crackers, to woo the people and make the occasion a memorable one!

As donors and friends of Sevalaya (www.sevalaya.org), we are sure that you have included your extended family of Sevalaya also in the preparation of your Diwali celebrations. This extended family has 2000 poor, destitute village children and 65 poor and destitute grandpas and grandmas. These children are getting completely free education and doing very well in studies. Many of our students who completed school education have taken up higher studies and many of them are fully supported by Sevalaya. The grandmas and grandpas as well as the residents of the Children's Home which houses orphan and destitute children are given tasty, healthy and nourishing food, proper medical attention, love and

affection. We estimate at least ₹ 1000 as the expense for one person and we need support from all of you to have a great Diwali for the 2065 people in the Sevalaya family. We are sure that as in the previous years, we will get your support. With all your unstinting support, the evils of poverty and destitution which plagued these 2065 residents are being

successfully overcome. We invite you to join hands and help us celebrate this victory on the auspicious day of Diwali!

Please do visit Sevalaya campus and join all our children and grandpas and grandmas for a grand Diwali celebration.

Thanks & Regards
Murali

How to make a donation

1. Cheques in favour of 'Sevalaya', or donations in kind like clothes, crackers, sweets etc., can be sent to our city office at Sevalaya : F-B1, First floor, Old no 10, new no 24, Keshava Perumal West Street, Mylapore, Chennai – 600 004

2. Or money can be directly transferred to :

For Indian Donors:

Account Name : SEVALAYA
Account No : 218601000134
Bank : ICICI BANK
Branch : Mylapore, Chennai - 600004
IFSC CODE : ICIC0002186

Account Name: SEVALAYA

Account No : 029101000008743
Bank : INDIAN OVERSEAS BANK
Branch : Dr R K Salai Branch (EE Road Branch), Chennai - 600004
IFSC Code : IOBA0000291

For Overseas Donors:

Account Name : SEVALAYA FCRA A/C
Account NO : 408048361
BANK : INDIAN BANK
BRANCH : Dr R K SALAI BRANCH, CHENNAI - 600004
SWIFT CODE : IDIBINBBMAS
IFSC CODE : IDIB000 D035

“Light & Soil” Theme In Annual Exhibition

Inaugurating Sevalaya's Annual Exhibition on 25th August 2015, T. Seethalakshmi CEO, Thiruvallur District said that appreciation of these two gifts of nature – Light and Soil and utilizing them properly is the need of the hour. She appreciated the efforts of the students and teachers in organizing this exhibition and the school for providing such opportunities to them.

There were about 100 exhibits highlighting different aspects of soil and light. The formation and types of soil, varieties of vegetation grown in different kinds of soil, organisms found in soil, diverse uses of soil in daily life, the causes of soil erosion, pollution and efforts that need to be taken to conserve this precious commodity were explored in depth in the soil exhibits.

The light section which started with the basic explanation of the nature of light, its propagation in various media and properties was then expanded to

explore the natural and artificial sources of light, the natural cycles like day and night, seasons, eclipses and the like. This was followed by explanations and demonstrations of colours in life - the blue of the sky, the red & orange of the sunset, the rainbow, mirage and all the colours we see all around us. Properties of light like reflection, refraction, diffraction, their applications and effects found in life were also covered in detail. There were exhibits which dealt with various optical instruments and applications of light in various field like

lasers, optic fibers, telescope etc and a section dealing with the fun aspects of light. The exhibition then showcased the importance of light in spirituality and its wide use in literature ending with the luminaries who play an important role in our life.



Bharathi's great grandson Chief Guest at BGV Day



Rajkumar Bharathi, great grandson of Mahakavi Bharathi was the Chief Guest at the BGV Day celebrations held at Sevalaya on 12th September 2015. Earlier on 3rd September 2015, Sevalaya conducted competitions on the life and works of Bharathi, Gandhi and Vivekananda for schools and colleges in Chennai and Thiruvallur Districts. 18 schools and 2 colleges participated in the various competitions including, essay writing, poetry writing, oratorical, drawing and quiz conducted on the day.

The winners of the competitions received trophies, certificates and books as

prizes at the hands of the Chief Guest. Kalaimamani Parvati Ravi Ghantasala graced the occasion with her presence.

Rajkumar Bharathi expressed his happiness at being present on this occasion in this temple of service. Quoting from Bharatiyar's poems he narrated incidents from the poet's life which portrayed the latter's love for all and desire to eradicate the distinctions of caste and creed. He lauded Sevalaya for its vision in the same direction and committed service for the upliftment of the underprivileged. Blessing the children, he praised their generous hearts

and spirits and assured them that they could surely achieve their lofty aims with dedicated hard work.

The Chief Guest also released "Vidiyal", the monthly manuscript magazine prepared by the students. The staff of Sevalaya who celebrated their birthday in this month, received books as gifts at the hands of the Chief Guest. The Americares Spirit of Humanity awards 2015 in the field of education, won by Sevalaya among 400 NGOs from all over India, received by the Managing Trustee at Mumbai was displayed and handed over to the school HM by Rajkumar Bharathi.

PwC's 4 day CSR programme



Employees of PwC spent 4 days with Sevalaya students as a part of their CSR activity and organized various programmes. They conducted Career Guidance classes for about 290 students of Std X & XII. The team had an interactive session on commerce related courses, B. Sc Fishery, Bio Medical,

Animation, Film media, 3D, Petroleum Engineering, Plastic, Rubber, Textiles, Packaging and Aeronautical Engineering. They also conducted Drawing competition for 260 students of Std V & VI on preserving water. They supplied all the materials like Papers, Crayons etc for the various competitions.

Leadership training



Sarath Chandra Divella, Country Head, Lionbridge technologies P Ltd, conducted a session on Leadership on 27th August 2015 for the heads and deputies of Bharathi, Gandhi and Vivekananda units. He spoke about leadership qualities and types, difference between Manager & Leader in an organization.

"This training helped me to understand the difference between a leader and a Manager. The leader is one who leads the way to set the goals, draws up the plan of action and achieve the same" says D Pratap, AHM, High School, Sevalaya.

Humanity's first teacher

“The first teacher of humanity was Lord Krishna who preached Bhagavad Gita 5000 years back”, said Ashwin Kumar Iyer, CEO, Vedaanta Senior Living at the Teacher's Day celebration on 5th September 2015. He also spoke to the children about the philosopher-teacher Dr S Radhakrishnan, India's First President whose birth anniversary is celebrated as Teacher's day every year. He stressed that our teachers played a vital role in moulding the children, and thereby shaping the future of the world and fondly recalled his school days and shared memories about his teachers. He urged the students of Sevalaya to continue to keep in touch with their roots - their school and their teachers. The students expressed their love, affection and gratitude to the teachers by presenting mementos to them. Each class presented

a souvenir to their class teachers.

600 volunteers from SCOPE International conducted drawing competition for the children and games for the teachers and distributed prizes to them.

To honour the staff on this occasion, silver coins were distributed to all 150 staff of Sevalaya.



Founder at LIC Valedictory



V Muralidharan was the Chief Guest at the Valedictory meet of LIC Week celebrations at Kodambakkam Branch of the Corporation. Tracing the longstanding relationship between LIC and Sevalaya, V Muralidharan recalled the contribution of LIC Golden Jubilee Foundation sponsoring the II Floor of Sevalaya's primary School building.

Zentangle Training for 30 children



Zentangle is an art form which is easy to learn, relaxing and fun way to create beautiful images. It increases focus and creativity, provides artistic satisfaction along with an increased sense of personal well being. The Zentangle method is enjoyed all over this world across a wide range of skills, interests and ages.

30 children of Sevalaya, had the wonderful opportunity to learn this art from Sandhya Manne, a certified Zentangle teacher, who conducted free classes for them.

Following her step by step instructions carefully, the students came out with mind-blowing new pictures.

Karuna Club visit

Karuna International is a registered nonprofit service organization working to inculcate and develop humane values in young students through Karuna Clubs in schools and colleges for the past nineteen years. The sole objective of Karuna International is to impart Humane education; to awaken in children and young adults the inherent love, kindness and compassion towards all living being, plants, animals and fellow human beings; also to appreciate and help in their own way to conserve our environment

Members of Karuna club International visited the campus on 28th August 2015 and they conducted various programmes for 60 students of Sevalaya.

B G Saravan, L Natrajan, V Adhithyan and C Appandairaj spoke about animal welfare and prevention of cruelty to animals. They also spoke about Dr A P J Abdul Kalam's life and why he changed

into vegetarian and the importance of being vegetarian. They conducted a Quiz programme on human values for the students and awarded prizes to the winners.



Innovative fan wins at 'Electro Fest'



From Left: S Hari Prasath and R Mohan with R Jeevendran, Chemistry teacher

15 students of Sevalaya participated in 'Electro Fest' programme at Hindu college on 21st August 2015. 11 students participated in various events like debate, project submission, oratorical and Quiz. Sevalaya won the third prize for the innovative fan model submitted by them. Jeevendran, Chemistry Teacher, Sevalaya said that it was a wonderful opportunity to attend such programmes which kindles the creativity in children and promotes critical thinking and analytical skills. The speech by the Chief guest S Gunasekar, Dean, St Peters College, Avadi was inspiring and interesting for the students.

Rakshabandhan celebration by Brahmakumaris



Every year Brahmakumaris from Avadi celebrate Rakshabandhan at Sevalaya. On 27th August 2015, Brahmakumari Eswari & team came and tied rakhi to 85 staff members of Sevalaya and blessed all of them. They also visited the homes and elderly people and interacted with the residents.

Nurturing plants: TAFE programme

A team from TAFE (Tractor And Farm Equipment) visited Sevalaya on 7th September 2015 and made presentations about plant cultivation to 4 batches (V& VI, VII & VIII, IX & X and XI & XII) of students. They also organized a competition for all the students in agriculture and organic farming. A kit consisting spinach seeds, lady's finger seeds and compost was distributed to the students and they were asked to plant the seeds and upload the photos of plant's growth in the TAFE website on a weekly basis. Students can track the growth of the plant and



the best grown plants get a chance to win the competition. "This programme is to make gardening and agriculture interesting for the students", says Shyam A Rai, Corporate Communications, TAFE.

Kuruville Jacob Training – Educational Leadership



D Pratap and V Magariga participated in the Educational Leadership Programme organised by Kuruville Jacob Initiative for Promoting Excellence in School education, on 29th August 2015. The 6 Day training programme covered topics like aim of education, curriculum and instructional effectiveness, students assessment, preparation of classroom

presentations, lesson design and feedback. Pratap said that on attending this training he understood that practical sessions can be organised for all subjects and not just Science subjects. "This training was also useful for me to plan my classes properly and prepare an effective lesson design" he said.

Go green with Lions Club



100 tree saplings were donated by Lions Club of Mogappair during their visit on 26th August 2015. G Ganapathi, President and V Prakesh, Secretary of the Club assured that they would organize General Medical Camp and support the various projects of Sevalaya.

Training on banking operations by Canara Bank

Sumathi Iyer, Manager Marketing, Govt business, Chennai Circle Office, Canara Bank, visited Sevalaya on 19th August 2015. She spoke to the students about important of saving how to open an SB account, how to fill up challans/cheques and the various facilities offered by the Bank for them.



GRT Jewellers enlarge sponsorship to 55 students



GRT Jewellers sponsored the education of 11 children last year. This year they have extended their support to 55 children.

The cheque towards sponsorship amount was presented to N Ravichandran, PRO, Sevalaya by R Giridharan, Manager, Purchase of GRT Jewellers.

Micronutrient enriched salt

Dr Malavika Vinothkumar, Member, Advisory Committee, Sevalaya distributed Sundar Health Salt, enriched with micro nutrients, free of cost, to 175 students/parents of the nearby villages of Sevalaya on 11th September 2015. The purpose of this event was to create



awareness among rural masses on deficiencies of iodine content in the salt consumed. This fortified salt, enriched with Vitamin B12, Iron, Folic Acid, Zinc and Iodine provides physical and mental energy. It is intended to fight micro nutrient deficiencies. Regular intake of this enriched salt helps in fighting deficiencies like Anaemia.

Sevalaya participates in

Chennai day exhibition:

suggests Cooum clean up plan

As a part of the Chennai Day celebrations, United way of Chennai conducted a competition inviting schools to present a project on the theme Swachh Bharath. At the Dream Madras programme conducted at Valluvar Kottam on 25th August 2015, 5 students from Sevalaya with R Vijayaragavan, Social Studies Teacher, did a Project on Cleaning up the Cooum River.

The models made by the students highlighted how Cooum is polluted and the plans to clean up the same. 110 schools in and around Chennai participated in this event. The aim of the event is to create awareness among the students about how to keep the city clean.

Belt donation



D Pratap, Tamil Teacher of Sevalaya's Mahakavi Bharathiyar High School donated 50 waistbelts to the boys at Sevalaya's Home. The boys were very happy to receive this belt from their Tamil Teacher and thanked him personally. It is heartening that our employees participate in our activities as donors too.

Footwear donation



Nilesh Jain, Entrepreneur and Social Activist donated 270 pairs of footwear to the Montessori children of Sevalaya.

Control Engineering extends internship for Community College

Control Engineering Company (CEC) is in the business of manufacturing and marketing of entire range of LT Electrical Panels since 1982. CEC is built on a platform of business experience of more than 32 years in this domain area. CEC was founded in the year 1982 by its CMD R.Kannan.

CEC has its corporate office and factory at Ekkattuthangal, Chennai. Products manufactured at CEC are supplied to the entire part of the country.

As an extension of the social mission to provide quality life to every human being in this society, CEC decided to associate with Sevalaya to offer one month internship training for AC mechanic and Electrical students of Sevalaya's Community College. The internship is aimed at imparting the necessary skill set to the students so that they can complete the training with required practical experience to qualify as a ready fit for any



R Kannan, CMD, CEC, speaking to the trainees and presenting a completion certificate

deserving industry. During internship, CEC also takes complete responsibility for their accommodation, food and offers stipend, which helps the students to complete their vocational training programme successfully.

The first batch of students successfully



completed their internship in the month of August. The second batch has commenced their internship on 1st September 2015. This will go a long way in shaping the future of these students who hail from economically underprivileged background.

RV Sir, our sincere Social Science Teacher



R Vijayaraghavan has been a beacon light for many. RV Sir, as he is popularly known at Sevalaya, has been a social science teacher at Sevalaya since May 2000. Many students find social science a boring subject but at Sevalaya the story is totally different. Almost all students in all classes fare well in this subject and in the Std X board exams not only all students pass the social science exam, there are many centums in the subject also.

A simple, humble person, he literally goes round looking for opportunities to help others. Many students and staff of Sevalaya have upgraded their qualifications and come up in life due to his untiring efforts. He keeps a tab of the various courses offered by different universities, their fees etc and goes out of the way to get these forms personally, and help the staff/students complete all formalities to join the course.

Unlike many who forget their benefactors once they succeed in life, R Vijayaraghavan constantly talks about his High School Maths teacher R Kannan who not only

gave free coaching to this boy in his house in the mornings and evenings but also saw to it that he was given some snacks and coffee before the classes started. This teacher would never sit while taking classes and RV Sir follows this principle in his classes till date. Another such person is Murali Krishna who supported him in getting his B Ed by paying full salary while permitting him to work part time in his courier firm. This was very helpful for the young boy as the family was struggling to make ends meet. His father had abandoned the family when Vijayaraghavan was eight years old and his mother worked as a cook to bring up her three sons.

He is very happy that he got a job at Sevalaya for it fulfilled his dream of helping others. He is grateful to this organization which helped him improve his own skills in spoken English, computer

usage, teaching methodologies etc through various training programmes. He also got an opportunity to visit Cunningham Hill Junior School in United Kingdom, under the Global Exchange Programme of the British Council. R Vijayaraghavan enjoys conducting BGV classes (talks on values imparted by Bharathi, Gandhi & Vivekananda) in various schools, taking students to good programmes, training students for different inter school competitions, guiding & counseling students on various career options/courses, the list goes on. He personally talks to many kind hearted people and gets a lot of free study material for the school children. The recipient of this year long service award at Sevalaya, R Vijayaraghavan acts as a guide, mentor, teacher and above all a caring friend to Sevalaya's students and staff.

Free computer training at Vadanallur



Certificates were distributed to the students who had successfully completed the free computer training and tailoring training at Sevalaya's Vadanallur centre on 6th September 2015. The special guests were R Annamalai, Union secretary (Uthiramerur - West), G Perumal, Branch Secretary (Vadanallur), Ramamoorthi, Ex Headmaster, and V Mathuraimuthu, Ward Councilor.

English classes by volunteers



5 professors led by Dr R Pushkala of Dr MGR Educational and Research Institute, conducted English classes for Std IX and XI from 20th to 24th August 2015.

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Gandhiji and the Gold Necklace

Gandhiji was about to leave South Africa, after, as he thought, his duties were completed, and there were people to take over the Indians' cause.

At his farewell costly gifts including gold, silver and diamond were bestowed on him. Gandhiji vividly portrays the inner tempest in his mind. Hear his words:

"What right I had to accept all these gifts? Accepting them, how could I persuade myself that I was serving the community without remuneration? One of the gifts was a gold necklace worth fifty guineas, meant for my wife. But even that gift was given because of my public work, and so it could not be separated from the rest.

The evening I was presented the bulk of these things, I had a sleepless night. I walked up and down the room deeply agitated, but could find no solution. It

was difficult for me to forgo gifts worth hundreds; it was more difficult to keep them. I decided that I could not keep these things." Gandhiji created a trust in favour of the community and entrusted all the gifts to the Trust. Not that he did not have any difficulty in doing this. Kasthurba did not agree. She said: "You may not need them. Your children may not need them. Cajoled, they will dance to your tune. I can understand your not permitting me to wear them. But what about my daughters- in-law? They will be sure to need them. And who knows what will happen tomorrow? I would be the last person to part with gifts so lovingly given." Gandhiji mildly put it to her: "The children have yet to get married. We do not want to see them married young. When they are grown up they can take care of themselves. And,

surely we shall not have for our sons, brides who are fond of ornaments. And, if after all, we need to provide them with ornaments, I am there. You will ask me then." "Ask you? I know you by this time. You deprived me of my ornaments...Fancy you offering to get ornaments for the daughters in law!" was her retort. She also asserted that the necklace was given to her and he had no right to demand it. Gandhiji reasoned that the gift was given for his services and not hers. Kasthurba was furious. "Service rendered by you is as good as rendered by me. I have toiled and moiled for you day and night. Is that no service? You forced all and sundry on me, making me weep bitter tears, and I slaved for them!" Gandhiji ultimately succeeded in extracting consent from her. His final conclusion is: A public worker should accept no costly gifts.

EFFECTIVE NGO LEADERSHIP SUMMIT BALANCING HEART, HEAD AND HAND

Anchored by Anthony Silard, celebrated Leadership Coach

Date: December 16 - 18, 2015

Venue: Alumni Centre, CEG, Anna University, Guindy, Chennai, India.

Sevalaya and US based Social Leadership organization, Centre for Social Leadership (CSL), are jointly offering a world class NGO leadership Conference for India's top 100 NGO leaders, free of cost.

This conference is an abridged version of CSL's 5.5-day Transform – Certificate of Executive Nonprofit Leadership offered at George Washington University in Washington DC.

This three day program will take a 360 degree view of the concerns of NGO leadership in India, with breakaway sessions focused on skill building in crucial areas. For the participants to gain vital insights into the expectations of the Corporate Sector, we are creating two forums of Corporate panel discussions.

For enquiries, please contact :

Mob : 9884503039

E-Mail : sevalayaprhead@sevalaya.org

The by-invitation audience of NGO leadership and the breadth of themes under discussion make this an ideal opportunity to reach out to a very influential group of opinion makers in India.

Limited sponsorship avenues are available:

Benefits	Title Sponsor ₹ 3,00,000	Gold Sponsor ₹ 1,00,000	Silver Sponsor ₹ 50,000
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Speaker slot in panel discussion	Y	Y	Y
Logo, short profile on event web site and CSL website	Y	Y	Y
Logo in marketing material and event CD	Y	Y	Y

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